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Boise, ID

## NATHAN D. JONES

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**PROFESSIONAL SUMMARY:** Results-driven Copywriter, Content Writer, and SEO Specialist with over 5 years of experience creating compelling, high-converting content for eCommerce, SaaS, retail, and digital brands. Expertise includes SEO optimization, UX copywriting, technical documentation, and brand strategy. Proven ability to increase engagement, improve conversion rates, and enhance brand visibility through tailored content strategies across B2B, B2C, and DTC platforms. Proficient with AI content tools, CMS platforms, and analytics to inform data-driven content decisions.

### EMPLOYMENT

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**Senior Copywriter** **Red Aspen** **August 2023-November 2025**

- Produced concise, creative, and scroll-stopping B2C and DTC digital content, including landing pages, blogs, digital ads, website content, email marketing, video scripts, YouTube content, and product copy.
- Applied UX copywriting and SEO best practices to boost organic visibility, resulting in a 40% increase in customer retention, 23% decrease in bounce rate, and 27% increase in session duration.
- Crafted compelling headlines and CTAs aligned with brand voice, significantly improving conversion metrics across digital channels.

**Digital Content Writer** **Velox Media** **May 2021-February 2023**

- Researched and authored 40+ monthly content articles for a variety of B2B and B2C verticals including beauty, skincare, fashion, footwear, restaurants, wellness, maternity, manufacturing, and business operations.
- Implemented SEO best practices across branded websites and landing pages, with a focus on increasing site traffic, bringing more qualified leads, and driving conversions.
- Crafted clear and compelling marketing content, including engaging headlines, meta descriptions, and strong calls-to-action consistent with VELOX Media's brand voice and tone.

**Digital Copywriter** **Cougar Mountain Software** **November 2020-May 2021**

- Generated SaaS-focused digital content, including landing pages, email campaigns, how-to guides, blogs, digital ads, website content, and YouTube marketing materials.
- Utilized UX Copywriting, Technical Writing, and SEO best practices to translate complex enterprise accounting system software features and concepts into clear, concise, and user-friendly documentation.
- Focused on direct-response marketing copy consistent with Cougar Mountain Software's predefined brand voice and tone.

**Digital Copywriter** **i-Blason LLC** **May 2019-March 2020**

- Crafted clear, attractive copy to promote i-Blason and SUPCASE products across branded websites and landing pages, with a focus on increasing qualified leads and conversions.
- Collaborated with i-Blason team members to create engaging digital content for a variety of projects including web, mobile, social media marketing materials, and digital ad content across YouTube, Amazon, and Instagram.
- Strengthened consumer perception of i-Blason and SUPCASE products by ensuring consistent, accurate use of brand identity across all digital channels.

**Media Editor** **CBS Corporation** **August 2017-May 2019**

- Managed ingest, quality control, and editing of broadcast materials across multiple networks including CBS Corporation, Katz Media Group, Sony Network Entertainment, MAVTV, and Entertainment Studios.
- Operated routers, patch bays, waveform monitors, Vector scopes, and encoding equipment.

